George Koultouridis

Senior UX/UI Designer

Complex Systems · Navigation · Automotive HMI

Profile

Senior UX/UI Designer with 15+ years of experience designing complex digital products across automotive, mobile, and web platforms. In recent years I have focused on navigation and in-vehicle systems developed for real-world environments, working within hardware, safety, and technical constraints.

My expertise includes information-dense interfaces, interaction models for high-cognitive-load environments, and translating technical limitations into clear user experiences. I collaborate closely with engineering teams throughout the product lifecycle, from early concepts to implementation.

Earlier experience across fintech, gaming, and digital products provides a strong foundation in usability, product thinking, and scalable design systems.

Recently I have been building AI-native design workflows: structuring design knowledge so AI tools can produce and validate production-ready UI, and using AI coding tools to ship my own iOS products.

Core expertise

- Navigation & Mobility Systems
- Automotive HMI
- Complex Information Architecture
- Real-time & Data-Driven Interfaces
- Design Under Constraints
- Interaction Models & UX Flows
- Design Systems & Scalable UI
- Cross-functional Collaboration
- Interactive Prototyping
- Visual & Motion Design
- AI-Assisted Design Workflows & Context Engineering
- Design QA & Automated Validation

Selected domain experience

- Automotive & Navigation
- Fintech & Insurance
- Gaming
- Mobile Applications
- Web Platforms

Contact

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Portfolio

koultouridis.com

Design tools

Figma, Sketch, Adobe CC (Photoshop, Illustrator, After Effects), ProtoPie, Principle

Development collaboration tools

Git (GitHub, Bitbucket, GitLab), Jira, Confluence, Claude Code, SwiftUI (basic), , Markdown-based documentation

Education

Bachelor in Software design and architecture (Yalta University, 2002 – 2006)

Languages

English (professional working proficiency)

Dutch (elementary proficiency)

Greek (elementary proficiency)

Russian (native)

Personal interests

Indie app design and development

Passion for systems thinking and visual storytelling

Lego Technic

Golf

Experience

Senior UI Designer, TomTom

November 2018 – present, Amsterdam

- Lead UI designer for the driving experience of TomTom's in-car navigation product, in production with Peugeot, Fiat, Jeep, Citroën, Subaru and Iveco.
- Defining an AI-native visual design workflow for the team: process documentation and a Claude Code plugin that covers visual specs, adaptivity across screen sizes and theming.
- Building an automated visual design validation layer for the automotive navigation product, planned for adoption by the design system team.
- Support development from concept to implementation, including pull request reviews and on-the-fly design adjustments.
- Introduced interactive prototyping (ProtoPie, Principle), raising the quality of demos and internal usability testing.
- Present improvements to product leadership; designed UI and marketing visuals for the TomTom GO mobile app.

Co-founder & Product Designer, Handsmade studio

December 2005 – present

- Design and build iOS apps end to end: product strategy, UI, brand and App Store presence. Launched Manual Exposure (long-exposure calculator) and White Noise.
- Currently building Equipment, a SwiftUI app for cataloguing photo gear with lens recommendations, developed with AI coding assistants and sharing a backend and database with Manual Exposure.
- Built an LLM-based data pipeline for the product database with source verification and human review, to keep generated data trustworthy.

Senior UI/Visual Designer, Wargaming.net (In-House Design Agency)

August 2017 – November 2018, Amsterdam/Remote

- Designed and maintained UI design system for World of Warships Blitz.
- Collaborated across product, R&D, and creative teams in Europe on concept development, pre-production and new features.
- Delivered emotionally engaging, player-centered UIs and contributed to key visual design solutions.
- Worked on promotional websites for World of Tanks and World of Warships games.

Senior UX/UI designer, The Mobile Company

September 2015 – July 2017, Amsterdam

- Designed apps for ABN AMRO, OHRA, Delta Lloyd and others from initial concept to release.
- Developed user flows, visual languages and high fidelity prototypes.
- Collaborated closely with marketing, sales and development teams.
- Mentored junior designers and contributed to pitch materials.

UI/Visual Designer, Resoluut, Makerstreet

May 2012 – August 2015, Amsterdam

- Created UI and brand systems for clients such as TomTom, Omron, and Wolters Kluwer.
- Produced documentation including brand books and specification guides.
- Collaborated with interactive designers to craft cohesive UX/UI solutions across automotive, web and mobile platforms.

Visual Designer, OgilvyOne

April 2010 – April 2012, Athens

- Worked on award-winning advertising campaigns for OTE, Cosmote, Piraeus Bank, and Lacta.
- Focused on visual storytelling in promotional pages, apps, and social media.

Web Designer, C&C International

June 2008 – April 2010, Athens

- Designed government websites including the Ministry of Health and City of Athens.
- Structured dense content for clear, accessible user experience.

Web Designer, Sky-IT

May 2006 – March 2008, Novosibirsk/Remote

- Delivered full-cycle web design and visual assets for print and digital media.